

## Message Text

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51

ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 PA-02 PRS-01 AGR-10 EB-07 NSC-05

H-02 L-02 COME-00 /046 W

----- 008899

R 231310Z JAN 75

FM AMEMBASSY HELSINKI

TO SECSTATE WASHDC 8224

INFO USIA WASHDC

UNCLAS HELSINKI 0149

USIA FOR IOP/FW

E.O. 11652: N/A

TAGS: OEXC FI (HOLMLUND, BORJE)

SUBJ: VOLUNTARY VISITORS: REQUEST FACILITATIVE ASSISTANCE

1. TELEVISION PRODUCER BORJE HOLMLUND, CHANNEL ONE YLEISRADIO PLANS TRAINING-STUDY TRIP TO US 25 MAR - 24 APRIL. HOLMLUND HAS HELD MANY IMPORTANT POSITIONS IN YLE AND NOW IS IN CHARGE OF CONSUMER INFORMATION PROGRAMS FOR TV, A NEW ENDEAVOR FOR FINNISH TV. HE HAS TWO MONTH TRAINING LEAVE; FIRST MONTH TO BE SPENT IN ENGLAND, SECOND IN US. HOLMLUND'S INTERNATIONAL TRAVEL BEING PROVIDED BY LEAGUE OF FINNISH-AMERICAN SOCIETIES. HE'S FINANCING REMAINING EXPENSES HIMSELF, AND THUS MUST RESTRICT US TRAVEL TO NEW YORK - WASHINGTON AND VICINITY.

2. HOLMLUND'S PRIME INTEREST IS GATHERING INFORMATION ON USE OF MEDIA, PRINCIPALLY TV, TO INFORM PUBLIC IN ALL PHASES OF CONSUMER INFORMATION AND PROTECTION. POST REQUESTS WASHINGTON ASSISTANCE IN ARRANGING SUITABLE PROGRAM AND MAKES FOLLOWING OBSERVATIONS AND RECOMMENDATIONS:

1) HOLMLUND HAS MET LYNNE BEATTY, INFO CHIEF DEPT OF AGRICULTURE, AND IS INTERESTED IN SEEING DEPT OF AG'S TV CONSUMER INFORMATION PROGRAMS.

2) HOLMLUND WOULD LIKE INTERVIEW WITH RALPH NADER.

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3) AFTER MEETING MR. JOHNSTON OF WASHINGTON PRESS  
CENTER HERE IN HELSINKI, HOLMLUND VERY INTERESTED IN TAKING  
PART IN ANY TOUR ORGANIZED BY CENTER DURING HIS US VISIT.

4) RECOMMEND INTERVIEWS WITH WHITE HOUSE ADVISOR FOR CONSUMER  
AFFAIRS, CAPITOL HILL SPECIALISTS IN CONSUMER LEGISLATION,  
GIANT FOODS CONSUMER ADVISOR, GREENBELT CONSUMER CO-OPS,  
CONSUMER UNION. ALSO SCREENING OF PBS AND/OR COMMERCIAL TV  
CONSUMER PROGRAMS AND VISITS WITH PRODUCERS THESE PROGRAMS.

3. HOLMLUND BIO INFORMATION FOLLOWS.  
KREHBIEL

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 23 JAN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Review Date:** 08 MAY 2003  
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**Review Transfer Date:**  
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**Subject:** VOLUNTARY VISITORS: REQUEST FACILITATIVE ASSISTANCE  
**TAGS:** OEXC, FI, (HOLMLUND, BORJE)  
**To:** STATE  
**Type:** TE  
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